

## January 2022

### Cinemas - UK

“Cinemas have experienced both highs and lows during 2021, with the phenomenal success of blockbusters masking more muted performance across the year, as audiences remain tentative about returning regularly. Omicron’s impact is likely to further temper audiences’ enthusiasm for returning, meaning safety measures will continue to be important. Similarly, cinemas ...

## December 2021

### Magazines - UK

“The pandemic has highlighted the potential in virtual events for publishers. While classes are the most popular type of magazine event, magazine readers do not have a clear preference for events taking place in-person or virtually. Publishers should continue to invest heavily in virtual events programmes, even while in-person events ...

### Music and Other Audio - CDs, Streaming, Downloads & Podcasts - UK

“2021 looks set to be another bumper year for the music industry. Music streaming will be buoyed by the mainstream rollout of high-res audio formats, whereas vinyl will continue to attract fans looking for an authentic music listening experience. The growth in connected devices will also increase listening occasions and ...

### Consumers and the Economic Outlook - UK

“Rising inflation and concerns about stock shortages have shaken consumers’ sense of financial wellbeing and confidence for the coming year. It is important to place the falls seen on these measures in October in context, however: the vast majority of consumers remain fairly upbeat.

## November 2021

### Books and E-books - UK

“While growth will slow moving forwards, the pandemic created an increased appetite for reading, with the digital market gaining many new customers. The reopening of stores and reduced restrictions will boost the print market, although there remains disruption in the supply chain due to both COVID-19 and Brexit. Independent bookstores ...

## October 2021

## Media Trends Autumn - UK

“The increased popularity of live streaming for a variety of purposes looks set to be one of the media legacies of the pandemic. Many consumers are interested in audio-only live streams and the feature is being incorporated into more social media platforms, creating another fruitful format for creators and brands ...

## September 2021

### Consumers and the Economic Outlook - UK

“The end of social distancing and the associated boost to retail, leisure and entertainment spend brought about an immediate rebound in economic activity, and GDP grew by 4.8% in Q2 2021. Consumers have also responded positively, with Mintel’s current financial wellbeing and financial confidence trackers reaching new record-highs in ...

## August 2021

### Podcasts - UK

“Podcasts are poised to become more interactive, with features such as polls and responsive advertising. The increased time people are spending at home due to the pandemic has also further opened the door for this interaction to take place through voice commands, potentially making listening to some podcasts a more ...

## July 2021

### Attitudes towards Video and TV - UK

“COVID-19 has meant TV in all formats has enjoyed greater benefit from consumers’ switch to in-home entertainment. However, live TV viewing dropped off early in 2021 and SVoD’s significant growth seen during COVID-19 will likely be slowed as out-of-home leisure activities compete for consumers’ time and spend. A legacy of ...

## June 2021

### Consumers and the Economic Outlook - UK

“Despite the continuing upheaval caused by COVID-19, financial wellbeing and financial confidence both hit new index highs in April 2021, while planned financial activity for the next three months approached pre-pandemic levels in May, driven by increased interest in leisure and hospitality.

While there are growing signs of polarisation and ...

### COVID-19 and Media and In-home Entertainment: A Year On - UK

“There have been mixed fortunes for media markets since the outbreak of COVID-19, with some performing strongly, such as music and video subscriptions, while others, like print newspapers and magazines, have struggled. One overall long-term impact across markets is likely to be the increased importance of digital subscriptions.”

## April 2021

### Media Trends Spring - UK

“The outbreak of COVID-19 significantly impacted people’s media habits, with TV platforms the early big winner. Behaviour at the end of 2020 was overall fairly stable compared to the initial pandemic period. Audio content, such as music and podcasts, is performing particularly strongly, presenting further opportunities for audio streaming services ...

### National Newspapers - UK

“While the pandemic has been very difficult for the market, reliable reporting throughout the crisis has enabled national newspapers to reassert their importance to a society bombarded with fake news. As print continues to decline in importance, publishers are exploring more opportunities across media sectors, including social media, radio and ...

## March 2021

### Consumers and the Economic Outlook - UK

“GDP grew by 1.0% in the final quarter of the year as the economy bounced back more strongly than in expected in December, following the dip in November caused by the second lockdown of England and other lockdowns and restrictions in various parts of the country. Despite this slight ...

## February 2021

### Influencers - UK

### Cinemas - UK



## Media - UK

“People have little patience for influencer shenanigans when it comes to COVID-19, with the majority thinking influencers should be banned for spreading COVID-19 misinformation. However, many people have spent more time viewing influencer content since the start of the pandemic and some influencers have been important for spreading crucial information ...

“2020 has been a fallow year for cinemas, with enforced closures of venues and delayed blockbuster content seeing attendances down by three quarters compared to 2019. Streaming video services have benefitted from debuting content as studios bypass cinematic releases completely. The early part of 2021 will continue to be challenging ...